

## Message Text

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E.O. 11652: N/A

TAGS: BEXP BTRA IT

SUBJ: FOREIGN BUYERS PROGRAM; VISIT OF ITALIAN MISSION TO  
CONEXPO 75, CHICAGO

FOR COMMERCE

REF: MILAN A-75 DEC. 18, 1974 - STATE 004015 JAN 8, 1975

MARIO BECK FLS ATTENDED PRESS CONFERENCE AND OPENING CEREMONY  
OF 12TH SAMOTER IN VERONA ON BEHALF BOTH OF CONGEN MILAN AND  
CONEXPO CHICAGO, AND ILLUSTRATED TO ITALIAN PRESS THE COOPERATION  
ESTABLISHED THROUGH THIS POST BETWEEN TWO EXHIBITIONS.

INFORMATION ON CONEXPO WAS GIVEN TO ATTENDING JOURNALISTS  
AND PROMOTIONAL LITERATURE RECEIVED FROM CHICAGO EXHIBITION  
WAS DISTRIBUTED TO MEMBERS OF ITALIAN TRADE MISSION OF ABOUT  
90 BUSSINESSMEN TRAVELLING TO CHICAGO ON FEB. 10 TO VISIT  
CONEXPO AND POSSIBLY ESTABLISH CONTACTS WITH OTHER AMERICAN  
FIRMS. PARTICULARLY GOOD USE WAS MADE OF LIST PROVIDED BY  
PAULETTE WOLFSON OF EXHIBITORS WHO ARE INTERESTED IN MEETING  
INTERNATIONAL BUSINESSMEN TO NEGOTIATE AGENCY/DISTRIBUTORSHIP  
AGREEMENTS OR LICENSING AGREEMENTS. THIS LIST WILL BE GIVEN  
TO MEMBERS OF ITALIAN TRADE MISSION AND PUBLISHED IN AT LEAST  
ONE ISSUE OF VERONA EXHIBITION NEWS BULLETIN DURING SAMOTER.

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LEADING MEMBERS OF MISSION ARE: DR. A.T. STIRELLI, COMM. T.

ALBANO AND COMM. N. DAL BIANCO; THEY HAVE BEEN INFORMED OF FACILITIES PROVIDED BY THE CHICAGO DISTRICT OFFICE IN THE INTERNATIONAL BUSINESS LOUNGE OF CONEXPO AND OF PAULETTE WOLFSON'S AVAILABILITY FOR ARRANGING BUSINESS APPOINTMENTS IN OTHER U.S. CITIES, AND URGED TO MAKE USE OF THE POSSIBILITIES WHICH CAN BE ARRANGED FOR THEM.

MARIO BECK ALSO ATTENDED PRESS CONFERENCES ORGANIZED BY FIAT-ALLIS AND FORD TRACTOR DIVISION AT SAMOTER, THE FORMER TO ILLUSTRATE FIRST YEAR'S ACTIVITY IN ITALY, THE LATTER TO PRESENT FOR FIRST TIME IN EUROPE A COMPLETE LINE OF FORD'S LATEST EARTH MOVING EQUIPMENT.

GENERAL OUTLOOK FOR 12TH SAMOTER IS MILDLY OPTIMISTIC. TOTAL NUMBER OF EXHIBITORS IS 1016, OF WHICH 290 FROM 16 FOREIGN COUNTRIES. U.S. FIRMS PRESENT ARE 46. LARGEST U.S. EXHIBITORS, BESIDES FORD, ARE, CATERPILLAR, JOHN DEERE, INTERNATIONAL HARVESTER.

PROSPECTS FOR FUTURE SALES IN ITALY ARE OBVIOUSLY CONDITIONED BY STILL UNFAVORABLE GENERAL ECONOMIC SITUATION, RESTRICTIONS OF CREDIT, HIGH INTEREST RATES, 50 0/0 IMPORT DEPOSIT ON IMPORTS AND DIFFICULT PLIGHT OF BUILDING AND CONSTRUCTION SECTORS NOT SUFFICIENTLY AIDED BY GOVERNMENT PROVISIONS AND BY ADEQUATE EXPORT FINANCING. 1974 HAS BEEN A BAD YEAR ALL ROUND FOR THESE SECTORS AND THE IMMEDIATE OUTLOOK IS AT LEAST VERY UNCERTAIN.

AT OPENING CEREMONY OF FEB 2, ITALIAN UNDERSECRETARY FOR INDUSTRY PROMISED THE GOVERNMENT'S SUPPORT FOR ALL REQUESTS ADVANCED BY VARIOUS SECTORS OF CONSTRUCTION AND BUILDING AND AUSPICATED A NOT TOO DISTANT RECOVERY OF NATIONAL ECONOMY IN GENERAL.FINA

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